



# Versatile Digital Options to Ensure Your Message Stands Out

## Liaison E-Newsletter

Our newsletter can help you share your valuable message alongside the latest news. Sent directly to the inboxes of, on average, **57,693 English** and **1,888 French** subscribers.

| Issue    | Reservation  | Material     |
|----------|--------------|--------------|
| February | January 18   | January 25   |
| April    | March 18     | March 25     |
| June     | May 17       | May 24       |
| August   | July 19      | July 26      |
| October  | September 18 | September 25 |
| December | November 20  | November 27  |

| Position    | Dimensions | Rate     |
|-------------|------------|----------|
| Prime (top) | 652 x 180  | \$750.00 |
| Second      | 564 x 300  | \$675.00 |
| Third       | 652 x 180  | \$550.00 |
| Fourth      | 652 x 180  | \$500.00 |

Our high open rate exceeds industry standards:

**22% Media & Publishing Industry Average\*\***

**63% Liaison French\*\*\***

**63% Liaison English\*\*\***



## eRenaissance

[erennaissance.rtoero.ca](http://erennaissance.rtoero.ca)

The premier online destination for everything Renaissance. Readers can now find inspiration on their desktop or mobile devices. Have your ad appear alongside browsable, searchable and sharable content that readers engage with.

**10,000 Views**

**Followers: 2,836**  
**Followers: 7,000**

### Rates & Dimensions

| Location               | Item                 | Size      | 1 mth   | 3 mths  | 6 mths  | 12 mths  |
|------------------------|----------------------|-----------|---------|---------|---------|----------|
| Homepage               | Half page/Skyscraper | 300 x 600 | \$1,325 | \$3,575 | \$6,755 | \$12,720 |
| Category pages         | Billboard            | 970 x 250 | \$1,150 | \$3,105 | \$5,865 | \$11,040 |
| Category Article Pages | Billboard            | 970 x 250 | \$1,150 | \$3,105 | \$5,865 | \$11,040 |
| Current Issue          | Billboard            | 970 x 250 | \$650   | \$1,755 | \$3,315 | \$6,240  |
| Past Issues            | Half page/Skyscraper | 300 x 600 | \$550   | \$1,485 | \$2,805 | \$5,280  |
|                        | Portrait             | 300 x 800 | \$550   | \$1,485 | \$2,805 | \$5,280  |
| Contributor archive    | Billboard            | 970 x 250 | \$750   | \$2,025 | \$3,825 | \$7,200  |
| Contributor profile    | Half page/Skyscraper | 300 x 500 | \$550   | \$1,485 | \$2,805 | \$5,280  |
| General Info           | Half page/Skyscraper | 300 x 600 | \$550   | \$1,485 | \$2,805 | \$5,280  |
|                        | Portrait             | 300 x 800 | \$600   | \$1,620 | \$3,060 | \$5,760  |
| Letter - Current issue | Half page/Skyscraper | 300 x 600 | \$550   | \$1,485 | \$2,805 | \$5,280  |
|                        | Portrait             | 300 x 800 | \$600   | \$1,620 | \$3,060 | \$5,760  |
| Search Results         | Half page/Skyscraper | 300 x 600 | \$550   | \$1,485 | \$2,805 | \$5,280  |
|                        | Portrait             | 300 x 800 | \$600   | \$1,620 | \$3,060 | \$5,760  |

Sources: \*Google Analytics, January-June 2023, \*\*Mailchimp, Average email campaign stats of Mailchimp customers by industry, October 2019, \*\*\*January-July 2023 Issues

# Editorial that Engages our Readership

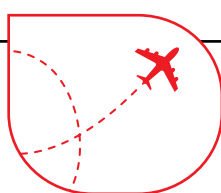


## PILLARS



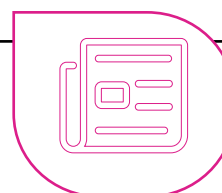
### Health Matters

A dynamic look at nutrition, health and wellness for retirees including emotional well-being, new products and interviews.



### Travel

Stories, which may include low-cost travel options, new products, health & insurance tips.



### Features

A variety of stories about enjoying a healthy and vibrant retirement journey.

## 2024 EDITORIAL CALENDAR



### Spring 2024

Space Closing: November 28

Material Due: January 10

Theme: Energized



### Fall 2024

Space Closing: May 17

Material Due: June 14

Theme: Power of Creativity



### Summer 2024

Space Closing: February 28

Material Due: April 5

Theme: Simple Joys



### Winter 2025

Space Closing: August 13

Material Due: September 20

Theme: Future of Aging

\*Inserts/outserts available

# 2024 Rates

## Advertising Rates

| 4C      | 1x      | 2X      | 3X      | 4X      |
|---------|---------|---------|---------|---------|
| Full    | \$3,615 | \$3,435 | \$3,265 | \$3,100 |
| 2/3     | \$3,255 | \$3,090 | \$2,935 | \$2,790 |
| 1/2 isl | \$3,075 | \$2,920 | \$2,775 | \$2,635 |
| 1/2     | \$2,710 | \$2,575 | \$2,445 | \$2,325 |
| 1/3     | \$2,350 | \$2,335 | \$2,220 | \$2,110 |
| 1/4     | \$1,990 | \$1,890 | \$1,795 | \$1,705 |
| 1/6     | \$1,725 | \$1,640 | \$1,555 | \$1,475 |
| DPS     | \$6,145 | \$5,840 | \$5,550 | \$5,275 |

### Covers

|         |         |         |         |         |
|---------|---------|---------|---------|---------|
| OBC     | \$4,520 | \$4,295 | \$4,080 | \$3,875 |
| IFC/IBC | \$4,340 | \$4,125 | \$3,920 | \$3,725 |

### French Edition no additional charge

Covers are non-cancellable, full-page, four-colour process  
Special positions: 15% surcharge, space only

## Winter inserts/outserts: Rates available on request

## Dimensions

|                    |                                 |
|--------------------|---------------------------------|
| Full page          | trim: <b>9" w x 11.5" h</b>     |
|                    | bleed: 9.125" w x 11.75" h      |
|                    | live area: 7.625" w x 10.375" h |
| 2/3 vertical       | 5.03" w x 10.375" h             |
| 3/4 back cover     | trim: <b>9" w x 9.5" h</b>      |
|                    | bleed: 9.125" w x 9.75" h       |
|                    | live area: 7.625" w x 8.125" h  |
| 2/3 square         | <b>5.03" w x 5.125" h</b>       |
| 1/2 island         | <b>5.03" w x 7.8" h</b>         |
| 1/2 horizontal     | <b>7.625" w x 5.125" h</b>      |
| 1/2 vertical       | <b>3.73" w x 10.375" h</b>      |
| 1/3 vertical       | <b>2.43" w x 10.375" h</b>      |
| 1/6 page           | <b>2.43" w x 5.125" h</b>       |
| 1/4 vertical       | <b>3.73" w x 5.25" h</b>        |
| Double page spread | trim: <b>18" w x 11.5" h</b>    |
|                    | bleed: 18.25" w x 11.75" h      |
|                    | live area: 15.25" w x 10.375" h |

## Mail or email contracts/insertion orders and material to:

Marlene Mignardi/mmignardi@dvetail.com/905.886.6640 ext. 326  
205 Riviera Drive, Unit 1  
Markham, ON L3R 5J8  
Website: www.dvetail.com

## Mechanical Requirements

**Electronic Material:** Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 9 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** Publisher shall not be liable for any advertisements received without a colour proof.

**File Transfer:** DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to **chimes@dvetail.com**.

**FTP Site:** Please send an email to **ftp@dvetail.com** for password information for the *Renaissance* FTP site.

**Design Services:** Complete design services are available at an additional charge.

**For details, please contact:**

Crystal Himes, chimes@dvetail.com, Tel: 905.886.6640

## Terms & Conditions

**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two per cent (2%) per month interest on overdue accounts.

**Taxes:** Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

**Publisher Conditions:** Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

**Cancellations and space changes not accepted after closing date.**

*RTOERO is a diverse and inclusive organization that strives to represent this in all communications and publications. Please consider using inclusive language and a range of representation and diversity in the ad content your organization provides for RTOERO's Renaissance magazine and Liaison e-newsletter.*

**DOVETAIL**  
COMMUNICATIONS

# renaissance

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## ADVERTISING SALES

### DOVETAIL COMMUNICATIONS

205 Riviera Drive, Unit 1  
Markham, ON L3R 5J8

📞 905.886.6640

🌐 dvtail.com

✂ @dvtailmags

🌐 @DovetailCommunicationsInc

#### Senior Account Executive

Marlene Mignardi

mmignardi@dvtail.com

905.886.6640 ext 326

*"Every brand has unique opportunities and budgets, let's create a customized advertising solution for your specific needs!"*